

**MOBILE TERMINAL FOR DISPLAYING A RICH TEXT DOCUMENT COMPRISING
CONDITIONAL CODE FOR IDENTIFYING ADVERTISING INFORMATION
STORED LOCALLY OR ON THE INTERNET**

ABSTRACT OF THE DISCLOSURE

A method and apparatus are disclosed for transmitting advertising information to a mobile terminal over a first connection during a synchronization session and storing the advertising information in a local memory of the mobile terminal. A rich text document is transmitted to the mobile terminal over a second connection, wherein the rich text document comprises conditional code comprising advertising display criteria including a first identifier for retrieving selected advertising information stored in the local memory of the mobile terminal and a second identifier for downloading the selected advertising information from the Internet.